

We Want The Patronage Of Every Woman In El Pa

MAIL ORDERS

Receive prompt and careful attention. No order too large for our capacity. No order too small for our very best attention. Write for samples of our new spring and summer dress goods.

W

E want our business to continue to grow and we are on the right trail because we give all that we promise and the woman who buys comes back for **Honest Values, Square Statements and Good Service.** Every item we advertise is worthy the greatest distinction. Every issue of Store News holds a lesson that touches the very depth of money-saving. This is a progressive store. Every day we try to do better than the

day before. The most intelligent and professional attention has been given to our splendid display of fashionable Spring and Summer Merchandise. The stocks are complete and we are just entering upon what promises to be **A Record Breaking Season.** You will be most welcome at our store whether in a buying mood or merely curious to know the trend of fashion. A walk through our store will give you many ideas and some agreeable surprises as to prices.

Send Us Your Mail Order

Orders filled same day as received. Press prepaid on all orders of \$5.00 or more, except staples and heavy merchandise. No order too small for our best attention.



Ready-to-Wear Clothes

To induce your attendance in this section Monday we have arranged a series of very special offerings. The garments we assure you are of thorough reliance and sterling quality, and designed in strict compliance with fashion's latest dictates. It's a saving opportunity such as is seldom presented.

SEPARATE SKIRTS of fine English panama, serge, mohair and fancy novelty fabrics. Black, solid shades and fancy effects, plain and pleated; some with the new overskirt effect; strictly man-tailored; at prices ranging from \$4.75, up to

\$8.95
WOMEN'S WAISTS—New models in materials of Taffeta, Rajah, Messaline, Pongee, Lace and all over net. Some strictly tailored, others beautifully trimmed. All the fashionable styles and colors, also in black, white, cream and ecru; prices range from \$2.95 up to

\$14.95

Sale of Tailored Suits Monday

TAILORMADE SUITS—Black and all the new and fashionable spring shades, plain and fancy materials, new style coat and pleated skirt, tailored and trimmed.

\$22.50 tailored suits, Monday for

\$15.95

\$27.50 tailored suits, Monday for

\$19.75

SILK DRESSES—Black and solid colors, also in stripes and changeable effects, trimmed with gold lace and braid, new overskirt effect—

\$22.50 Silk Dresses, Monday for

\$14.95

LINGERIE DRESSES—In dainty evening shades and white, long and short sleeves, trimmed with lace ribbon and embroidery. New tunic effect—

\$22.00 Lingerie Dresses, Monday for

\$14.95

An Ajano Fountain Pen

Given Away With Every Boy's Suit Purchased

BOYS' KNICKERBOCKER SUITS—Double breasted, neat patterns, light and dark colors, sizes 8 to 17 years, \$6.50 values, special

\$4.25

\$7.50 values, special

\$4.98

\$8.00 values, special

\$5.98

And a fountain pen thrown in.

BUSTER BROWN SUITS—

Fine wool serge in blue, red and brown, patent leather belt; some with sailor collar.

\$3.50 suits

\$2.49

\$5.00 suits

\$3.98

\$7.00 suits

\$4.98

And a fountain pen free of charge.

Boys' "Million Dollar Kid" Hats, in colors of red and navy and gray and navy; \$1.50 values.

98c

Boys' Telescope and Fedora Hats, in colors of gray, black, green and brown, at \$1.49, \$1.23

98c

and

When you buy a suit ask for a fountain pen and see that you get it—See display in window.



BEAUTIFUL AND BEWITCHING MILLINERY SALE OF

Pattern Hats

MONDAY.

One lot Pattern Hats reached us by express Saturday evening, too late for Easter business. They are exact copies from some of the season's best Parisian models. Each and every one a perfect picture, ranging in value up to \$18.50. They go on sale Monday at choice

\$10.95

WOMEN'S STRAW SAILORS.

Black and colors, late styles, trimmed with velvet ribbon—the regular price is \$3.50.

Monday

\$2.49

Another lot worth

98c

CHILDREN'S HATS AND BABY CAPS—In a never ending stream of new, neat and dainty novelties at our ever "Lower Prices." One special lot Baby Straw Bonnets, trimmed with silk, chiffon and ribbon, worth 75c; special Monday

29c

special Monday

29c



Table Linens, Bed Spreads, Sheets Etc.

Wise housekeepers will take advantage of these very special values. The opportunity to buy is a most unusual one, presenting first class merchandise at extremely low prices.

TABLE LINEN—Full bleach and full width, worth 35c. Monday

25c

TABLE LINEN—Full bleach, highly mercerized, many pretty designs from which to make your selection, worth up to 69c a yard. Monday at

39c

1 LOT FULL SIZE HEMMED HUCK TOWELS—With fancy colored borders, usually sold at 10c each.

8c

1 LOT BED SHEETS—\$1x90, splendid quality and sold regularly at 65c. Monday at

49c

1 LOT PILLOW CASES—42x36, hemmed and ready for use, worth 12 1/2c. Monday

10c

1 LOT CROCHET BEDSPREADS—White and colored, with and without fringe, new and pretty designs, usually sold at 98c. Monday

79c

New Spring & Summer Wash Goods

The choicest productions of American looms. Here are some of the latest ones, all marked at the Boston Store's "Lower Prices."

PRINTED LAWNS AND BATISTES—In many new and pretty designs, light and dark colorings, neat and elaborate designs, all fast colors.

10c

"AMERICAN BEAUTY" BATISTE—In the season's new and pretty styles, some with neat and pretty side bands for trimming, big assortment to select from. Monday at

15c

PRINTED FOULARDS AND BATISTES—27 inches wide, in a big and well selected stock of the latest and prettiest things, all new and fashionably colorings and guaranteed absolutely fast. Monday at 15c

12 1/2c

FRENCH POPLIN—Plain and mercerized, all the fashionable colorings in stock, fine material for suits and separate skirts, will wash well, values to 39c. Monday at 25c

19c

MERCERIZED DRESS LINENS—In shades of natural, light blue, Alice blue, reseda, old rose, amethyst and others, sold the world over at 39c.

29c

HIMALAYA CLOTH—Has the appearance of fine Rajah silk, and wears longer, we have it in shades of Copenhagen blue, reseda, peach, navy, old rose, pink, cream and white. Every yard stamped Himalaya. Special Monday

35c

Monday Specials In Our Staple Dept.

STANDARD CALICOES—Light and dark colors, sold everywhere at 6 1/2c. Monday

4 3/4c

Good quality Apron Ginghams Monday at

4 3/4c

YARD WIDE PERCALES—Light and dark colors, some with pretty side bands, 12 1/2c and 15c values. Monday, 10c and

9c

DRESS GINGHAMS—In many pretty styles and colorings, usually sold at 10c. Monday

7 1/2c

DOUBLE WIDTH PERCALES—Light and dark colors, for dresses and men's shirts, 12 1/2c quality. Monday

10c

1 LOT SILK STRIPED BATISTE—Full yard wide, an ideal fabric for an everyday dress, colors perfectly fast, bought to sell at 15c. Special Monday

10c

1 LOT PRINTED "BATISTE"—Over one hundred pieces to select from. Some with neat side bands, Colors fast, good designs and 8 1/2c values. Special Monday

5c

Silks of Quality and Style

Priced Extremely Low

Walt Silks—In many new effects and colorings, stripes, checks and plaids, bought to sell at 75c a yard. Special Monday at

50c

"BELMONT" SILK—27 inches wide, in solid stripes, dots and fancy figured stripes, plain and changeable effects, regular 50c values. Special Monday

29c

TUSSAH SILKS AND FOULARDS—In a full range of pretty designs, all the new spring shades, including Cheney Bros' celebrated printed chinas, in a wide range of pretty patterns. Choice Monday at

50c

RAJAH SILKS—27 inches wide, in shades of helio, light blue, Alice blue, pink, old rose and reseda, regular value \$1.00. Monday at

69c

CHANGEABLE TAFFETA SILKS—In a full range of new colorings, suitable for waists and dresses, entirely new this season, and very desirable. Regular price 69c. Monday at

50c

24 INCH MIRAGE SILKS—This handsome and serviceable fabric in shades of amethyst, old rose, pink, Alice blue, sky blue, lavender, tan, champagne and natural. Sold in the East at \$1.69 a yard. Special price Monday

98c

White Goods Monday Specials

1 LOT WHITE MADRAS—In pretty designs for waists, dresses and men's shirts, manufacturers' short lengths, worth regularly 15c a yard. Monday Special at

10c

1 LOT WHITE SWISS—In the new cross bar effects, for waists, dresses, etc. A genuine 15c value. Monday

10c

42 INCH WHITE FRENCH LAWN—Nice sheer quality, makes a dainty summer waist or dress, the regular price is 30c a yard. Monday

19c

A better grade, worth 35c. Monday

25c

WHITE FRENCH PIQUE—Assorted size welts for children's coats and dresses, washes and laundries well, Monday at 25c, 20c and

15c

1 LOT WHITE DOTTED SWISS—Various size dots, good values up to 19c a yard. Special Monday

9c

44 INCH WHITE DRESS LINEN—All pure flax, already shrunk. Suitable for separate skirts and dresses. A splendid quality and well worth 75c a yard. Monday at

50c

Lace and Embroidery Specials

1 LOT BEBE IRISH AND FILLET BANDS AND INSERTIONS—Narrow and wide widths. Worth up to 35c. Monday at 15c and

98c

44 INCH DRESS NETS—White and cream, in pretty designs for waists and dresses. Good values, to \$2.50 a yard. Monday

5c

1 LOT CLUNY LACES, INSERTIONS AND BANDS—Pretty designs. Worth up to 15c. Monday, 10c and

5c

HOME OF LOW PRICES

Boston Store

J. STOLAROFF

516 & 18 E. OVERLAND ST

Lace and Embroidery Specials

1 LOT EMBROIDERIES, EDGES AND INSERTIONS—Swiss and Nainsook. Worth 15c a yard. Monday

10c

1 LOT EMBROIDERIES—Nainsook and Swiss Bands, Edges and Insertions. Worth up to 25c a yard. Monday

15c

1 LOT FLOUNCINGS AND CORSET COVER EMBROIDERIES that are good values, up to 39c a yard. Monday

19c

GETS \$1,000,000 FOR OIL HOLDINGS

Giant Company Acquires Property Near Carlsbad. More New Settlers.

Carlsbad, N. M., March 26.—W. C. Lawrence, of Roswell, has transferred his oil land holdings to H. C. Hammond, of Garden City, Kans., who is a representative of the Giant Oil and Gas company, for \$1,000,000. It is unauthorizedly stated that the new company which has just acquired the additional holdings now owns or controls many hundred acres of land in the heart of the supposed oil field and will begin in the near future, to determine to an exact certainty the depth, quantity and quality of that coveted commodity.

A. J. Murry, of Bristol, Conn., will return to his home Sunday morning, after having spent the past two months in this city. He has purchased a carload of choice ponies which he will ship to his home town to sell for polo ponies. He is accompanied by his wife.

Col. C. W. Merchant, the veteran cattle man of Abilene, Tex., who has been confined to his home for the past year on account of rheumatism, has arrived in Carlsbad for a visit with his sons.

J. L. Forke, recently of New Braunfels, Tex., has purchased a tract of land under the Carlsbad project and has commenced the erection of a new home

thereon. He is accompanied by his family, and with them will make his home in the Pecos valley. Julius Forke, a nephew of J. L. Forke, owns a tract of land immediately adjoining the one purchased by his uncle and from a small portion of which he shipped 750 pounds of broom corn to a Texas broom factory.

KEEP YOUR EYE ON THE YELLOW LABEL

All subscribers to the Herald should watch the yellow label pasted on the wrapper or on the first page of their paper. The date printed thereon is the date of expiration of subscription. When a remittance on subscription account is made, this date should be changed. When it is not changed soon after remittance is made, allowing, of course, reasonable time to reach El Paso, the subscriber should immediately call the attention of this office to the oversight. By doing this when the matter is fresh in the minds of all concerned, all further trouble and inconvenience will be avoided.

R. B. Blas Fuel Co.

Wood, coal, feed, cement, plaster, lime, building paper. 1014 Missouri street. Phones: Bell 849; Auto, 1849.

PORTALES NAMES AN ANTI PROHIB. TICKET

Special Election to Follow City Election—Portales News.

Portales, N. M., March 26.—The anti-prohibition ticket nominated is as follows:

For mayor, Judge C. M. Compton; for trustees, C. V. Harris, Joe Howard, W. B. Standridge and C. Harvey.

The platform states clearly that the nominees, if elected, will let the prohibition ordinance stand, but if elected, will issue an order for an election two days after sworn into office and govern their actions accordingly.

All town improvement work is going on; leveling and filling in of streets, the construction work of the two power houses, the laying of asphalt sidewalks, the erection of a prohibitory palisade fence at the station, the laying of water pipes and drilling of wells and the opening of several new stores.

The Mothers and Teachers' club, at its usual meeting, added a bit of spice to the proceedings by the innovation

of a debate on the woman suffrage question.

The Dutch tea given by the public school children was liberally patronized.

L. F. Woodhead, of Roswell, former manager of the Roswell Electric company, is looking things over at Portales, with a view to locating here.

T. W. Phillips, of Fort Worth, Texas, is holding revival services in the Christian church.

Contractor Tucker is building a residence for W. L. Lulkaert on State street.

The family of E. P. Fuller has arrived from Phoenix, Ariz., and will make Portales their headquarters till Mr. Fuller has completed the irrigation contract.

Senator Is Improving.

Daytona, Fla., March 26.—Physicians standing at the grave during the funeral believe that it will be possible to move him to his Virginia home within the next two weeks. The senator is now practically out of coma that enshrouded him for 12 days.

BELL PHONE 116.

Will get an occupant for that vacant room

Things In the Shops

Worth Knowing About

You can get fine home dressed poultry at Ardoin's tonight for that Easter dinner. All poultry drawn.

Don't fail to attend Stetter & Schneider's big meat sale yet tonight.

The finest beef, from fed cattle, on sale at Ardoin's market tonight.

When the breakfast bell sounds the first wish is for a good cup of coffee and that wish is more than satisfied when you are served with a steaming cup of Chase & Sanborn's Seal Brand coffee, so rich in its flavor and goodness.—Jackson's, Phone 353.

Don't fail to visit the big special meat sale at Ardoin's market tonight. Market closes at 2 o'clock.

Attend the big meat sale at Stetter & Schneider's tonight.

New green peas, just off the vine, at Jackson's, phone 353.

Fresh asparagus right out of the garden to your table.—Jackson's, Phone 353.

Plenty of new string beans are now in market. We have fresh picked every morning. Jackson's, Phone 353.

Get some fine fruit and vegetables at Ardoin's market tonight.

Extra fine leg of mutton on special sale tonight at Stetter & Schneider's at only 16c per lb.

If you want good butter get a pound of Ardoin's "Sunny Side Special" tonight. It's sweet and fresh.

Chamberlain's Stomach and Liver Tablets are safe, sure and reliable, and have been praised by thousands of women who have been restored to health through their gentle aid and curative properties. Sold by all druggists.

One Cough

A cough, just a little cough. It may not amount to much. Or, it may amount to everything! Some keep coughing until the lung tissues are seriously injured. Others stop their cough with Ayer's Cherry Pectoral. If he says, "Take it," then take it. If he says, "No," then don't. J. C. Ayer & Co., Lowell, Mass.